



## **Staff Report**

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### **RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO AN AGREEMENT WITH THE SCHOOL-FORCE EDUCATION FOUNDATION/SAVE THE MUSIC FESTIVAL PLANNED FOR OCTOBER 5, 2008**

Honorable Mayor and Council Members:

#### **Summary**

The “School-Force Education Foundation” has reserved Twin Pines Park for a one-day “Save the Music Festival” on Sunday, October 5. A revenue sharing agreement has been negotiated and staff requests City Council approval of a resolution authorizing the City Manager to enter into an agreement with the “School-Force Education Foundation.”

#### **Background**

Last year, the Belmont Chamber of Commerce joined with School-Force and produced the successful Save the Music event combined with the Belmont Festival. This year, School-Force will be the lead entity with the Belmont Chamber and the City in supporting roles.

“Save the Music” is a “Home Grown” schools-based event that promotes the importance of providing music in our public schools. School-Force is the education foundation for the public school district of Belmont and Redwood Shores communities. The foundation is an independent, non-profit, volunteer-run organization committed to maintaining and improving quality education in the six public schools in the Belmont Redwood Shores School District. As concerned citizens, committed parents, and advocates for educational excellence, School-Force raises funds, gathers resources, and acts as a catalyst to involve the community in public education.

On Sunday October 5, the School-Force organization, supported by the Belmont Chamber and the City of Belmont, is proposing to once again promote a one-day event featuring the “Save the Music” children’s concert and a community fair. The organizing entity is the School-Force organization. The Sunday event will be a community event and fund-raiser for School-Force and the Belmont Chamber of Commerce. The event will be confined to Twin Pines Park. A donation will be requested at the entry gates off Sixth Avenue, O’Neill and Ralston Avenue. The park venue will once again have three active stages as well as a children’s area and vendor booths.

The main stage for Save the Music will be set up in Twin Pines Park adjacent to the flag pole facing east. The event will have its own security. Food and beverage will be sold. Staff will be working with the two entities on the physical set up and day of event operations logistics planning.

The City will support by providing:

- Use of the Park
- Barricades, tables, chairs
- Marketing support in City publications, banner spots, Twin Pines marquis
- Electric carts to help move performers' equipment
- K-9 Corps appearance on Children's Stage
- Supporting personnel

### **Discussion**

In the fall of 2007, the Belmont Chamber of Commerce and School-Force conducted a successful one day musical event in Twin Pines Park. As part of the planning for the 2007 event, the City agreed to forego any revenue from the event since it was the first year of a new event. However, when this event was discussed at the City Council meeting in May 2007, the City Council stipulated that the City expected to share in the event revenues in 2008. Staff has met with School-Force and the Belmont Chamber and reached tentative agreement on a formula, described below in the fiscal section of this report, for the second year of the event.

### **General Plan/Vision Statement**

- Belmont prides itself on being unique
- We get involved in town matters because we care about living here
- We connect with each other in all kinds of gathering places

### **Fiscal Impact**

School-Force - Solicits sponsorships which are estimated to total, along with event day charges, approximately \$65,000 and are expected to benefit school programs. The concert costs are estimated to be approximately \$15,000 netting \$50,000 for the School-Force programs.

City - City staff has agreed to accept reimbursement in the amount of \$3,050 this year. This represents the City's loss of Park & Recreation Department facility rental income related to the Senior Center, Lodge, Cottage and Picnic area. Costs not recovered total approximately \$5,620 for Police, Public Works services, security deposit and temporary use permit. In accordance with City Council policy direction, cost recovery terms will be re-evaluated each year prior to the event with the long term goal of recovering all City marginal costs associated with the event.

### **Public Contact**

Staff sent copies of this staff report to School-Force and the Belmont Chamber of Commerce. Also, this item was posted on the agenda and on the City website.

### **Recommendation**

Accept this report and adopt the attached resolution authorizing the City Manager to enter into an agreement with School-Force Foundation for reimbursement of foregone revenues in the estimated amount of \$3,050.

**Alternatives**

1. Adopt staff recommendation
2. Reject the proposal and direct staff to continue discussions with School-Force
3. Suggest modifications to the proposed deal points and direct staff to present them to School-Force
4. Take No Action

**Attachments**

- A. Resolution

Respectfully submitted,

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Jack R. Crist  
City Manager

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**Staff Contact:**

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**RESOLUTION NO. \_\_\_\_\_**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF BELMONT  
AUTHORIZING THE CITY MANAGER TO ENTER INTO AN AGREEMENT  
RELATED TO THE OCTOBER 2008 SAVE THE MUSIC FESTIVAL WITH SCHOOL-  
FORCE EDUCATION FOUNDATION**

**WHEREAS**, the School-Force Education Foundation in cooperation with the Belmont Chamber of Commerce, successfully promoted a community event in Twin Pines Park in 2007; and

**WHEREAS**, the School-Force Education Foundation with support from the Belmont Chamber of Commerce wish to conduct a similar event again in Twin Pines Park October 5, 2008; and

**WHEREAS**, the City and the School-Force Education Foundation have negotiated a written agreement between the parties related to sharing of event revenues

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Belmont hereby authorizes the City Manager to enter into an agreement, and is authorized to accept payment in the amount of \$3,050 from School-Force Education Foundation for the purpose of sharing event revenues between the parties.

\* \* \* \* \*

I hereby certify that the foregoing Resolution was duly and regularly passed and adopted by the City Council of the City of Belmont at a regular meeting thereof held on August 12, 2008 by the following vote:

AYES, COUNCILMEMBERS: \_\_\_\_\_

NOES, COUNCILMEMBERS: \_\_\_\_\_

ABSTAIN, COUNCILMEMBERS: \_\_\_\_\_

ABSENT, COUNCILMEMBERS: \_\_\_\_\_

\_\_\_\_\_  
CLERK of the City of Belmont

APPROVED:

\_\_\_\_\_  
MAYOR of the City of Belmont